

Mercury Broadband Management Team Bio



Greg Crosby
Chief Revenue Officer

- Former Sprint Executive
- Led Broadband Strategy/Launch for Sprint Local Division
- Executive at TCI Cable, US WEST, McLeodUSA and ImOn Communications
- Successful Entrepreneur and Consultant

Greg Crosby is the Chief Revenue Officer at Mercury Broadband. Greg brings a wealth of broadband industry knowledge and experience to the company having served in various senior leadership roles for top companies such as Sprint, TCI Communications, US WEST, McLeodUSA, and ImOn Communications. Among his accomplishments, he led the development of the broadband business plan and managed the market launch for Sprint's Local Division on a national basis leveraging DSL and Fiber technologies to homes and businesses. He also helped launch the very first broadband cable modem markets in the country for TCI Communications utilizing the company's digital hybrid-fiber coax infrastructure. Finally, he led the launch and market expansion for regional broadband provider ImOn Communications into the new Iowa City market, achieving recognition as the top ranked Broadband Internet Service Provider in the area after just 2 years.

In addition to Greg's work as a successful telecom industry executive, he was the Founder and Managing Partner for a company called the NextGen Marketing Group - a cloud-based, virtual dream team of nationally recognized former executives, consultants and marketing leaders who worked with a wide variety of clients across multiple industries, helping them tackle their toughest marketing, sales and strategic challenges.

Greg holds a Master's Degree in Business Administration from Rockhurst University in Kansas City, Missouri and a Bachelor's Degree in Business Administration from the University of Toledo in Toledo, Ohio.

In his new role, Greg will lead the Marketing, Sales and Customer Success teams at Mercury Broadband driving market growth, new revenue and customer satisfaction across all new and existing markets for the company. He and his wife Jan will reside in Overland Park, Kansas.